



University of Florida
Department of Public Relations
College of Journalism and Communications
Public Relations Strategies
Spring 2020
PUR 3801, Section 4922
M, Periods 8-10 (3 – 6 p.m.)
Weimer Hall 1070
Instructor: Lawrence M. Clark, MBA
Office hours: After class or by appointment
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305-450-1744

Course Description

Public Relations Strategy is an overview of the strategic planning process required to develop a successful public relations campaign. The overall goal of this course is to deepen and broaden understanding of integrated public relations management by accomplishing the following:

- Presenting a wide range of interconnected, integrated strategic management tools leading to decisions that are similar to those encountered in the professional world.
- Presenting the case method — a structured, field-tested approach to decision-making that is a practical and useful method for addressing a variety of communications management issues.
- Utilizing individual assignments to demonstrate individual writing skills and communication problem-solving abilities.
- Utilizing the team case analysis and class presentation to closely approximate the work environment of a management position on the client side or from within an agency.
- To accomplish these objectives, this course requires you to:
 - Think in a precise, structured manner and follow a structured decision-making process.
 - Assess problems and opportunities, isolate key facts, rank priorities and align management issues.
 - Make decisions and create action plans appropriate to the situation under consideration.
 - Efficiently and persuasively write up and present analysis and sell recommendations.
 - Justify and defend a proposed recommendation against criticism from colleagues.
 - Learn independently and from each other to make up for areas not yet studied.

In this course we will adhere to AP style. All work completed for this course must be your own

original work.

Factual and grammatical errors will not be tolerated and will count against your grade for the given assignment. These include mathematical errors, misspellings of the client's name or misuse of terms associated with relevant content or research.

Course Objectives

- You will understand and be able to complete the components of a successful strategic communications plan, including formative research, measurable objectives, message strategy, effective tactics, implementation and evaluation.
- You will gain the ability to command the attention of an audience through effective presentation and persuasive storytelling.
- Apply the knowledge and experience gained in this course as well as that from course prerequisites to the development of an experiential learning project for a client organization, which should become part of students' professional portfolios.
- Write and formulate fundamental components of a public relations strategic plan, including situation analysis, objectives, and selection of strategies and tactics.
- Define publics appropriate for specific client organizations and appreciate differences that affect programming.
- You will be able to critically analyze a strategic communications campaign.
- You will be able to create and effective message strategy.
- You will be able to formulate and articulate an effective communications strategy.
- You will be able to apply the core principles of effective strategy in a contemporary and dynamic environment powerfully affected by new types of social engagement.
- You will understand the relationship between public relations theory and effective strategy in a practical and tangible way.

College of Journalism and Mass Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- Understand and apply the principles and laws of freedom of speech and press for the US
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Required Text: Smith, R. D. (2013). *Strategic planning for public relations* (5th ed.). New York: Routledge.

Course Website

All announcements, assignments, and grades will be posted on Canvas (<https://lss.at.ufl.edu/>). Be sure you have a valid email address connected with Canvas. It is your responsibility to check Canvas regularly.

Expectations

Students have a responsibility to actively participate and engage in the work presented in this course. Successful course completion is heavily contingent on the ability to work effectively in a small group setting. The bulk of class time will focus on discussion of readings and case presentations. Come prepared and ready to take an informed stand. A lively discussion among colleagues is the objective. Every student should be prepared to state and defend positions, as well as refute the position of others in a cogent manner. Ask questions. There are no wrong questions.

Evaluation

Your evaluation in PUR 3801 will be based on the following components:

Two team case analysis (written) and presentations: 20 points each. (40 total)

Individual assignments and quizzes: 10 points

Two exams: 20 points each (40 total)

In-class participation/attendance: 10 points

Total: 100 points possible

Final letter grades will be assigned based on your final point total at the end of the semester.

Letter Grade	C+
100 Scale (100%)	76-79.9
A	C
92-100	72-75.9
A-	C-
90-91.9	70-71.9
B+	D+
87-89.9	66-69.9
B	D
82-86.9	60-65.9
B-	E Below 60
80-81.9	

General Course Policies

Absences

Each student is allowed two excused absences for the semester without penalty to the final attendance point total. Absences beyond TWO—for any reason—will result in a reduction of the course grade by 1/3 of a letter grade (for each additional class absence) or failure of the class. Students are responsible for any information missed during an absence.

If you have a valid and unavoidable reason for missing class, you will need to provide me with proper documentation (e.g., a doctor's note or hospitalization record) for your absence on your first day back.

Excused absences include:

Religious holidays (only the holiday).

Documented, dated, necessary medical excuse or official documented legal excuse (a dated doctor's note or prescription). The Student Health Center will provide you a specific kind of note that indicates they think you should've missed class or will need to miss additional days.

University competitive events (that means athletics).

Situations that are NOT considered excused absences include: social events, meetings, entertaining out-of-town guests, holiday/travel plans, weddings, etc.

Assignments

All assignments are to be typed and double-spaced. Assignments are due by the beginning of class on the due date. If you have a conflict with the deadline, alert me and turn it in early.

Late work policy:

Public relations is a deadline business. **All due dates for assignments, once set, are final.** If an assignment or activity is not received prior to the deadline, a grade of ZERO will be assigned unless PRIOR arrangements are approved by me. If prior arrangements are not possible due to the circumstances of the absence, an excused absence must be requested in writing and documentation provided for verification. If an excused absence is granted, late work may be accepted with penalties assessed for late submission.

Professional Courtesy

As a courtesy to your instructor and to your classmates, please make sure at the beginning of each class period that your cell phones are turned OFF. In-class laptop usage is restricted to taking notes about this particular class. Inappropriate use of a laptop—using the internet for reasons not related to this class—will NOT be accepted.

Policy on Scholastic Dishonesty

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test or other assignment, and submission of essentially the same written assignment for two courses without the prior

permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Please read more information on academic dishonesty at <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Intellectual Property Protection

Lectures given in this course, including handouts and PowerPoint® slide decks, are the property of the instructor and the University of Florida. **Class lectures may not be recorded in any form** without prior permission from the instructor and any guest lecturers that may speak to this class. Recordings, including class notes, may not be used for commercial purposes.

Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to me when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Religious Holy Days

By UF policy, a student who misses classes or other required activities, including examinations, for the observance of a religious holy day must notify me of his or her pending absence prior to the date of a religious holy day, so that arrangements can be made to complete an assignment or activity within a reasonable time after the absence.

Online Course Evaluation

Feedback is a gift. Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last 2-3 weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at: <https://evaluations.ufl.edu/results>.

Peer Evaluation

Due with each team case and presentation is a Peer Evaluation:

While your team case presentation and paper grade is the same for all team members, your individual team project grade is subject to adjustments according to your average peer evaluation. Your grade will be significantly lowered by a poor peer evaluation. The team member evaluation is **due at the beginning of class the day of the presentation**. The rule regarding late assignments is applied to the team member evaluation. After the deadline, 10 percent of the project grade is deducted each day the team member evaluation is turned in late. If you have any problems with your group or a particular group member, you need to address and resolve it immediately. We respect your right to privacy, so you must print out the form, fill it out in private, and bring it to hand in on the day it is due in class. We will have a sealed envelope and these forms are CONFIDENTIAL.

Tentative Nature of the Syllabus

I reserve the right to change and/or add readings throughout the semester. Furthermore, I reserve the right to change and or move around scheduled lectures in order to facilitate for potential unplanned events (cancellations or guest speakers). If changes in the schedule are necessary, students will be held responsible for such changes, which **will be announced in class** ahead of time.

Tentative Course Schedule

Week 1

1/6 Introduction to course and each other; syllabus review. PR is not journalism, BUT...
Introduction to AP style.
Smith, introduction: the strategic process.

Week 2

1/13 Analyzing the situation: Smith, step 1. Assign cases.
Finish step 1. Assign groups. Smith, step 2, analyzing the organization.
Resume and bio due.

Week 3 1/20 Holiday: Martin Luther King, Jr.

Week 4

1/27 Finish step 2, intro to step 3, analyzing publics
Complete step 3

Week 5

2/3 Start case presentations and Smith, step 4.
Review for exam 1; continue individual case presentations

Week 6

2/10 Exam 1 on all textual material to date; continue presentations.
Smith step 5: formulating action and response strategies. Assign second case.

Week 7

2/17 Smith, step 6: developing message strategies; start second round of individual case presentations.
Group project meeting: presentations continue.

Week 8

2/24 Smith, step 7: selecting communication tactics; group situational analysis due.
Smith, step 8, implementing the strategic plan.

Week 9 Spring Break 2/29 through 3/8

Week 10

3/9 Smith, step 8, continued; presentations.
Smith, step 9: evaluating the plan. presentations.

Week 11

3/16 Review for exam 2, Smith 5-9; continue presentations.

Week 12

3/23 Exam 2. Group project draft plan due.

Week 13

3/30 Strategic plan due
Group review: each discusses progress/challenges/opportunities.

Week 14

4/6 Putting it all together: Communications Plan — Objectives, Target Audiences, Strategies, Tactics, Timeline, Budget, Evaluation.

Week 15

4/13 In class project work/team presentations

Week 16

4/20 Team presentations
Class review

Last class

Required of all students

Print this page, sign and return **no later than 1/13** with information required below:

STUDENT ACKNOWLEDGEMENT:

I HAVE RECEIVED AND READ THE SYLLABUS FOR PUR 3801.

SIGNED: _____

PRINT NAME: _____

DATE: _____